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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/632,335	08/01/2003	Johnathan P. Tann	13552.4003	3599
34313	7590	07/18/2007	EXAMINER	
ORRICK, HERRINGTON & SUTCLIFFE, LLP			QUELER, ADAM M	
IP PROSECUTION DEPARTMENT				
4 PARK PLAZA			ART UNIT	PAPER NUMBER
SUITE 1600				2178
IRVINE, CA 92614-2558				
			MAIL DATE	DELIVERY MODE
			07/18/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/632,335	TANN ET AL.
	Examiner	Art Unit
	Adam M. Queler	2178

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 11 May 2007.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-8,11-18,21-25,28 and 29 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-8,11-18,21-25,28 and 29 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 01 August 2003 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

1. This action is responsive to communications: Amendment filed 05/11/2007.
2. Claims 1-8, 11-18, 21-25 and 28-29 are pending in the case. Claims 1 and 11 are independent claims.
3. The rejections of all claims under §103 are withdrawn in view of Applicant's amendment.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. **Claims 1-8, and 11-18, are rejected under 35 U.S.C. 103(a) as being unpatentable over Kohl et al. (US 20020091930A1, 7/11/2002), and further in view of Applicant's Admitted Prior Art, and further in view of Doty, Jr. (US006795863B1, 9/21/2004) hereinafter Doty.**

Regarding independent claim(s) 1 and 11, Kohl teaches installing a counter on to the device (para. 36). Kohl teaches that the content has been played, or presented (para. 37). Inherently, there must have been a player as this necessary to play content. Kohl teaches setting the counter to a specific value, 5, (para. 37), and using it to keep track of the allowable amount of plays (para. 37), though does not explicitly state that it is decrementing the counter. However, since

the counter starts at the maximum allowed value, and is a counter recording the number of allowable plays, inherently, the counter must be decremented.

Kohl does not explicitly disclose the counter and content are on removable media. However, Applicant admits that removable media was a popular way get content on devices (p. 1). Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to use removable media as it was popular to use at the time of the invention and would have increased user acceptance. Inherently, then the counter must have been searched for and installed.

Kohl does not explicitly teach a handheld device, but rather a more general computer. It would have been obvious to one of ordinary skill in the art at the time of the invention to carry out the steps in the order claimed as it has been held the making a device portable is *prima facie* obvious in the absence of new or unexpected results, *In re Lindberg*, 194 F.2d 732, 93 USPQ 23 (CCPA 1952).

Kohl does not explicitly disclose searching for and installing a content player in response to detection of the absence of a content player. Doty teaches searching within a device a content player (plug-in) enabled to play data (col. 7, ll. 8-9). Doty teaches detecting the absence of a player (col. 7, line 12). Doty teaches installing a content player in response to the detecting (col. 7, ll. 12-14). It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Doty, Applicant's Admitted Prior Art, and Kohl, because it would have made the process effortless (Doty, col. 7, line 7) which would have been desirable for Kohl despite the different fields. It has also been held that a technique that has been used to improve one device and that a person of ordinary would recognize as improving a similar device in the

same way (making Kohl more effortless), is obvious unless its actual application is beyond the person's skill. See *KSR International Co. v. Teleflex Inc.*, 127 S. Ct. at 1731, 82 USPQ2d at 1389.

Regarding dependent claim(s) 2 and 12, Kohl teaches multimedia (para. 25)

Regarding dependent claim(s) 3 and 13, Kohl teaches audio files (para. 25).

Regarding dependent claim(s) 4 and 14, Kohl teaches videos, which comprise at least one graphical image (para. 25).

Regarding dependent claim(s) 5-8 and 15-18, as the intended use in different media would not result in a manipulative difference the prior art and the claimed invention(s); the claims are similarly rejected as claims 8 and 13 above. See, e.g., *In re Otto*, 312 F.2d 937, 938, 136 USPQ 458, 459 (CCPA 1963) and *In re Sinex*, 309 F.2d 488, 492, 135 USPQ 302, 305 (CCPA 1962).

6. Claims 21-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kohl, Applicant's Admitted Prior Art, and Doty as applied to claims 1 and 11 above, and further in view of "Benefits of Web Site Copyright Registration" by Richard Keyt.

Regarding dependent claim(s) 21 and 23, Kohl and Doty do not explicitly teach all types of media the invention extends to. Keyt teaches that web pages are content that must be protected against illegal use (whole document). Web pages inherently have link to web sites. It would have been obvious to extend Kohl's protection of content to web pages as web pages need to be protected for financial reasons (Keyt, para. 1).

Regarding dependent claim(s) 22 and 24, Kohl and Doty do not explicitly teach all types of media the invention extends to. Keyt teaches that web pages are content that must be protected against illegal use (whole document). Web pages inherently have link to web sites that are

opened in a web browser when clicked. It would have been obvious to extend Kohl's protection of content to web pages as web pages need to be protected for financial reasons (Keyt, para. 1).

7. Claim 25 is rejected under 35 U.S.C. 103(a) as being unpatentable over Kohl, Doty and Applicant's Admitted Prior Art as applied to claims 1 and 11 above, and further in view of Headings et al. (US 20020144283A1).

Regarding dependent claim(s) 25, Kohl teaches that when counter expires, the license expires. Kohl and Doty do not explicitly disclose deleting the data when the license expires. Headings teaches deleting content when the license expires (para. 28). It would have been obvious to one of ordinary skill in the art at the time of the invention to delete the content in order to comply with various copyrights and distribution rules (Headings, para. 3). Additional motivation is found in the nature of the problem to be solved, which is protecting copyrighted content.

Protection of content cannot be any more effective than permanently removing a would-be infringer's possession of the content.

8. Claims 28 and 29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kohl, Doty and Applicant's Admitted Prior Art as applied to claims 1 and 11 above, and further in view of Colvin et al. (US 2001/0034712 A1, 10/25/2001).

Regarding dependent claim(s) 28 29, Kohl and Doty do not explicitly disclose storing or uploading. Colvin discloses storing the information representing user interaction and uploading it to the server (p. 111). It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Colvin with Kohl and Doty to provide "quality assurance capabilities" (para. 111).

Response to Arguments

9. Applicant's arguments with respect to claims 1 and 11 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

10. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

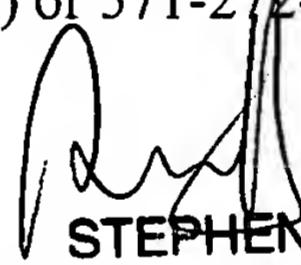
11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam M. Queler whose telephone number is (571) 272-4140. The examiner can normally be reached on Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steven Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



STEPHEN HONG
SUPERVISORY PATENT EXAMINER

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